



**KSNV**

## Orders

Order / Rev:	107102
Alt Order #:	06858425
Product Desc:	PAT MAJORITY USA
Estimate:	1884
Flight Dates:	09/27/12 - 10/03/12
Original Date / Rev:	09/26/12 / 09/26/12
Order Type:	GENERAL

Primary AE:	Amy McCreary
Sales Office:	BLPHI
Sales Region:	National

**Agency**

Name:	<u>Waterfront Strategies</u>
Buying Contact:	<u></u>
Billing Contact:	<u></u>
	<u>1010 Wisconsin Ave. NW</u>
	<u>Washington, DC 20007</u>

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

## Advertiser

Name:	Patriot Majority
Demographic:	A35+
Product Codes:	PLI1
Priority:	SELECT PRIORITY CODE
Revenue Codes:	POLITICAL/AGY, PISSUE, GEN

New Business Thru: \_\_\_\_\_  
 Order Separation: 00:05:00  
 Advertiser External ID: \_\_\_\_\_  
 Agency External ID: \_\_\_\_\_

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	25	\$45,400.00	\$38,590.00
10/01/12	10/03/12	39	\$47,650.00	\$40,502.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	25	\$45,400.00	\$38,590.00	0.00
October 2012	39	\$47,650.00	\$40,502.50	0.00
<b>Totals</b>	<b>64</b>	<b>\$93,050.00</b>	<b>\$79,092.50</b>	<b>0.00</b>

### Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

## Order Share

KSNV	28%	\$93,050.00
Market	100%	\$332,321.43

### Competitive Share

CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	23%	\$76,433.93
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	24%	\$79,757.14
KTUD	0%	\$0.00
KVVU	20%	\$66,464.29
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$16,616.07

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/27/12	10/03/12	Wake Up Early w/ Wagner	M	430a-5a	MTWT--S	:30	3	\$200.00	1	0.00	NM	3	\$600.00
				Wake Up Early Wagners											
				WAKE UP EARLY W/THE WAGNERS											
		Start Date	End Date	Weekdays		Spots/Week		Rate		Rating					

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Advertiser: Patriot Majority  
 Product Desc: PAT MAJORITY USA  
 Estimate: 1884

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/27/12	10/03/12	Wake Up Early w/ Wagner Wake Up Early Wagners	CM	430a-5a	MTWT--S	:30	3	\$200.00	1	0.00	NM	3	\$600.00
WAKE UP EARLY W/THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 09/27/12		10/03/12	MTWT--S				3		\$200.00			0.00			
E 2	KSNV	09/27/12	10/03/12	The Doctors The Doctors	CM	2pm-3pm	MTWTF--	:30	3	\$325.00	1	0.00	NM	3	\$975.00
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 09/27/12		10/03/12	MTWTF--				3		\$325.00			0.00			
E 3	KSNV	09/27/12	10/03/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	MTWTF--	:30	3	\$325.00	1	0.00	NM	3	\$975.00
NEWS 4: THE AGENDA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 09/27/12		10/03/12	MTWTF--				3		\$325.00			0.00			
E 4	KSNV	09/27/12	10/03/12	Noon News Noon News	CM	12-1230pm	MTWTF--	:30	3	\$500.00	1	0.00	NM	3	\$1,500.00
NEWS 3 AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 09/27/12		10/03/12	MTWTF--				3		\$500.00			0.00			
E 5	KSNV	09/29/12	09/29/12	Weekend Jeopardy/Wheel WKND Jeop/Wheel	CM	630-730pm	-----S-	:30	1	\$525.00	1	0.00	NM	1	\$525.00
JEOPARDY/WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 09/24/12		09/30/12	-----S-				1		\$525.00			0.00			
E 6	KSNV	09/27/12	10/03/12	Dr. Phil Dr Phil	CM	3-4p	MTWTF--	:30	3	\$600.00	1	0.00	NM	3	\$1,800.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 09/27/12		10/03/12	MTWTF--				3		\$600.00			0.00			
E 7	KSNV	09/27/12	10/03/12	M-F 5-6a WakeUp w/Wagner M-F 5-6a WakeUp w/Wagners	CM	5-6a	MTWTF--	:30	3	\$600.00	1	0.00	NM	3	\$1,800.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 09/27/12		10/03/12	MTWTF--				3		\$600.00			0.00			
E 8	KSNV	09/29/12	09/29/12	Sa-Su Early News Sa-Su Early News	CM	5pm-630pm	-----S-	:30	1	\$675.00	1	0.00	NM	1	\$675.00
KSNV EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 09/24/12		09/30/12	-----S-				1		\$675.00			0.00			
E 9	KSNV	09/29/12	09/30/12	News 3 Today Wknd News 3 Today	CM	9a-930am	-----SS	:30	1	\$750.00	1	0.00	NM	1	\$750.00
NEWS 3 TODAY/WKEND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 09/24/12		09/30/12	-----SS				1		\$750.00			0.00			
E 10	KSNV	09/27/12	10/03/12	The Tonight Show Tonight Show	CM	1135p-1237a	MTWTF--	:30	3	\$750.00	1	0.00	NM	3	\$2,250.00
TONIGHT SHOW W/ JAY LENO															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 09/27/12		10/03/12	MTWTF--				3		\$750.00			0.00			
E 11	KSNV	09/27/12	10/03/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	MTWTF--	:30	2	\$900.00	1	0.00	NM	2	\$1,800.00
NEWS 4 AT 430P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 09/27/12		10/03/12	MTWTF--				2		\$900.00			0.00			
E 13	KSNV	09/29/12	09/29/12	SIGN ON-SIGN OFF ROS	CM	5a-459a (5:00 AM-6:00 AM)	-----S-	:30	1	\$900.00	1	0.00	NM	1	\$900.00
SATURDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 09/24/12		09/30/12	-----S-				1		\$900.00			0.00			
E 14	KSNV	09/27/12	10/03/12		CM	4-5pm	MTWTF--	:30	2	\$900.00	1	0.00	NM	2	\$1,800.00

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Advertiser: Patriot Majority  
 Product Desc: PAT. MAJORITY USA  
 Estimate: 1884  
 KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour) (4:00 PM-4:30 PM) FIRST NEWS 3 AT FOUR <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/27/12 10/03/12 MTWTF-- 2 \$900.00 0.00															
E 15	KSNV	09/27/12	10/03/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners WAKE UP WITH THE WAGNERS	CM	6-7a	MTWTF--	:30	4	\$1,000.00	1	0.00	NM	4	\$4,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/27/12 10/03/12 MTWTF-- 4 \$1,000.00 0.00															
E 16	KSNV	09/30/12	09/30/12	LAW & ORDER (synd) PRIME Law & Order (synd) PRIME	CM	M-SA 8-11p / SUN	-----S	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
LAW & ORDER <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 -----S 1 \$1,200.00 0.00															
E 17	KSNV	09/27/12	10/03/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	MTWTF--	:30	3	\$1,400.00	1	0.00	NM	3	\$4,200.00
NEWS 3 NIGHTSIDE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/27/12 10/03/12 MTWTF-- 3 \$1,400.00 0.00															
E 18	KSNV	09/29/12	09/29/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S-	:30	1	\$1,400.00	1	0.00	NM	1	\$1,400.00
NEWS 3 NIGHTSIDE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 -----S- 1 \$1,400.00 0.00															
E 19	KSNV	09/27/12	10/03/12	M-F Jeop/Wheel M-F Jeopardy/Wheel of Fortune	CM	630-730pm	MTWTF--	:30	5	\$1,700.00	1	0.00	NM	5	\$8,500.00
JEOPARDY/WHEEL OF FORTUNE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/27/12 10/03/12 MTWTF-- 5 \$1,700.00 0.00															
E 20	KSNV	09/27/12	10/03/12	M-F Early News M-F Early News	CM	5-630p	MTWTF--	:30	8	\$1,800.00	1	0.00	NM	8	\$14,400.00
EARLY NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/27/12 10/03/12 MTWTF-- 8 \$1,800.00 0.00															
E 21	KSNV	09/27/12	10/03/12	Today Show Today Show	CM	658a-9am	MTWTF--	:30	8	\$1,900.00	1	0.00	NM	8	\$15,200.00
TODAY SHOW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/27/12 10/03/12 MTWTF-- 8 \$1,900.00 0.00															
E 22	KSNV	09/28/12	09/28/12	Fri PR 9-10p Friday Prime 9-10pm	CM	9-10pm	-----F--	:30	1	\$2,600.00	1	0.00	NM	1	\$2,600.00
GRIMM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 -----F-- 1 \$2,600.00 0.00															
E 23	KSNV	09/27/12	09/27/12	Thurs PR 10-11p Thursday Prime 10-11pm	CM	10-11pm	---T---	:30	1	\$3,200.00	1	0.00	NM	1	\$3,200.00
ROCK CENTER WITH BRIAN WILLIAMS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 ---T--- 1 \$3,200.00 0.00															
E 24	KSNV	10/03/12	10/03/12	Wed PR 9-10p Wednesday Prime 9-10pm	CM	9-10pm	--W----	:30	1	\$4,000.00	1	0.00	NM	1	\$4,000.00
LAW AND ORDER SVU <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 --W---- 1 \$4,000.00 0.00															
E 25	KSNV	10/01/12	10/01/12	Mon PR 8-10p Monday Prime 8-10pm	CM	8-10pm	M-----	:30	1	\$4,000.00	1	0.00	NM	1	\$4,000.00
THE VOICE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 M----- 1 \$4,000.00 0.00															
E 26	KSNV	09/30/12	09/30/12		CM	1P-9PM	-----S	:30	1	\$14,000.00	1	0.00	NM	1	\$14,000.00

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Advertiser: Patriot Majority  
 Product Desc: PAT MAJORITY USA  
 Estimate: 1884  
 KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				NFL Football											
				NFL Football											
				SUN NT FB: SD @ N ORLEANS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S		1				\$14,000.00		0.00			
													Totals	64	\$93,050.00